East Anglian Air Ambulance

RECRUITMENT INFORMATION PACK

Data Analyst



Together we save lives

eaaa.org.uk | 03450 669 999

We're more than a yellow helicopter.

It's Nicola. And it's Luke, Henrietta and Martin.
Four highly trained people.
Which is good, because it's 3am. And very dark.
It's also a blood transfusion.
It's an ultrasound. Defibrillator. Heart surgery equipment.
A mechanical chest compression system.
Nicola and Luke's wine gums.
And it's all airborne in three minutes.

We're more than a yellow helicopter.
It's two air ambulances, flying 24/7/365.
It's four critical care cars, research and training.
Two state of the art bases.
Stocked with the most innovative equipment.
Funded by the communities we serve.

Staffed by experts and volunteers.
From the call room, to the stockroom.
Trained to treat children. Attend motorway accidents.
Help those that are trapped, injured, in cardiac arrest.

It's five people we help everyday, having the worst day.
It's the most serious 1% of 999 calls.
It's our full support afterwards.
We can do all this.
Because we're more than a yellow helicopter.

We're here to give the very best care,
when the very worst happens.

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THE VERY BEST CARE, WHEN THE VERY WORST HAPPENS



MESSAGE FROM OUR CEO



Thank you for your interest in joining East Anglian Air Ambulance. It is my pleasure to introduce you to the charity, our values and our work. East Anglian Air Ambulance provides advanced critical care for 24 hours a day, 365 days a year to the most seriously ill and injured people in the region by air and road.

At the heart of everything we do is the community we are proud to serve. Each year, we treat in the region of 2,000 people who need urgent critical care at the scene of medical emergencies. Our work extends even further to provide support for former patients and families, and empowering others to learn lifesaving skills. But none of this would be possible without the continued kind support of the public, who give so generously to save lives across Bedfordshire, Cambridgeshire, Norfolk and Suffolk, and for this we remain truly humbled and thankful.

It's this which motivates and inspires us all both individually and collectively to do our very best to drive the charity forward because, ultimately, along with our supporters, we can achieve our ongoing goal of continuously improving outcomes for our patients.

Our values, with the acronym 'RAISE', (Reasoned, Accountable, Integrity, Synergy and Evolution), underpin our approach to everything we do and how we treat and respect our donors, patients and their families, volunteers, the community, as well as each other.

Every member of the team, whatever their role, contributes to our work and brings something special to the organisation. In turn, we provide a supportive environment where everyone is encouraged to thrive and be happy in their role, while keeping that all-important work-life balance.

I think I can speak on behalf of everyone at East Anglian Air Ambulance when I say we feel extremely fortunate and privileged to work for a charity which has such an impact in our local community. It's an exciting time for the charity as we look to the future of our service and pre-hospital critical care in our region - and I hope that you'll be inspired to join us.



Matthew Jones
Chief Executive



OUR PEOPLE

You will be joining a workforce that is inclusive and supportive, whereby each and everyone's contribution makes an impact, and continuous improvement is at the forefront. Your role will directly contribute to the service that we provide to our community. Working with and alongside other teams and colleagues, you will soon gain an understanding as to the wider operations of the charity, our total patient focus, and the impact of those who donate, fundraise and volunteer to save lives.

Not only will your role provide you with opportunities to work collaboratively with other teams internally, but our workforce model also reflects the collaborative partnerships we have in the community. For example, paramedics are seconded to us from East of England Ambulance Service Trust, and some clinical staff are also seconded from nearby NHS Trusts.

East Anglian Air Ambulance has been awarded several accolades for being an employer of choice. This is a result of recruiting the best people for our organisation. Thank you for your interest in joining us.

"I am inspired every day by the outstanding people I work with, working for East Anglian Air Ambulance is an honour and a privilege."

Richard Hindson

THE EAST ANGLIAN AIR AMBULANCE EXECUTIVE TEAM



Matthew Jones, Chief Executive

Matthew became CEO at East Anglian Air Ambulance in July 2021 having been Director of Operations since April 2015. He oversaw the charity's transition to a 24/7 service by air, and was also responsible for directing the projects to build both the Cambridge base and Helimed House, East Anglian Air Ambulance's headquarters and operational base in Norwich.



Dr. Victor Inyang, Medical Director

Medical Director Victor leads on all clinical matters in the charity and looks for ways to reduce the impact of trauma and medical emergency in the community.

Victor steered the charity through the transition to providing a 24/7 helicopter emergency medical service, enabling the medical teams to be there for even more patients. He has worked for the charity for 20 years.

"East Anglian Air Ambulance has a unique blend of highly talented and motivated clinicians, charity staff and volunteers, which convinced me to apply for the role of Medical Director."

Dr. Victor Inyang



Gina Hardingham, Director of Finance

Gina joined as Finance Director in January 2025. Having studied Accounting, Business Finance and Management at the University of York, she went on to gain Chartered Accountant status within private practice. Most recently, she worked as Chief Financial Officer in the education sector for nine years.

Gina oversees the charity's financial operations, ensuring income management and that the charity makes best use of donations which align with the wishes of donors. Gina has lived in Norfolk for most of her life and is excited to work in the third sector for a charity which serves the region's community.



Alexander Todd,
Director of People and Culture

Alex Todd joined us as Director of People and Culture in October 2025. He leads the teams responsible for the recruitment and retention, welfare and engagement and development of our employees and volunteers, as well as our Community CPR Training programme. Together, the team aspires to make East Anglian Air Ambulance the most impactful and rewarding place to work and volunteer in East Anglia.

With a Master's in Strategic HR Management from Teesside University, Alex has held a variety of HR roles across the public, private, and third sectors, working in and around health and social care since 2017.



Richard Hindson,
Director of Operations & Infrastructure

As Director of Operations and Infrastructure, Richard is responsible for the entire operational and estates function of the organisation. Prior to joining East Anglian Air Ambulance in 2014, Richard served for 14 years in the British Army as a Combat Medic, serving on operations in Kosovo, Iraq, and Afghanistan.



Nicki Blake,
Director of Brand and Marketing Communications

Nicki is responsible for East Anglian Air Ambulance's brand and marketing communications strategies, leading a creative team of PR, communications, marketing, digital and design specialists to raise vital awareness of the charity and increase public and supporter engagement.

As well as overseeing charity branding, she works closely with the Fundraising and Supporter directorate to welcome new supporters to the charity, helping the teams to raise the required income to keep the lifesaving service in the air and on the road 24/7.



Stuart Wyle,
Director of Fundraising and Supporters

As Director of Fundraising and Supporters, Stuart leads the fundraising and supporter engagement teams at East Anglian Air Ambulance.

With the support of his Marketing Communications colleagues, volunteering team and volunteers, they aim to increase the number of people supporting us, give everyone involved in the charity a great experience, deliver essential life-saving training in the community, and raise the money needed to continue to save lives 24/7 across East Anglia.



ABOUT US

We are East Anglian Air Ambulance. Fuelled by our supporters, we bring hospital-level critical care to people in severe medical emergencies, every single day of the year across Bedfordshire, Cambridgeshire, Norfolk and Suffolk.

From road collisions to cardiac arrests to medical emergencies, the charity's specialist doctors, critical care paramedics and pilots bring the advanced skills, equipment and medicine – normally only found in a specialist emergency department – directly to the patient's side in the fastest time possible.

The equipment carried by our helicopters and critical care cars enables enhanced care at the incident scene – when the patient needs it most – such as blood transfusions, advanced pain relief, sedation and anaesthesia, and surgical interventions.

This, combined with quick onward transfer to the most appropriate hospital, gives every patient treated by East Anglian Air Ambulance the best possible chance of surviving and recovering from a life-threatening medical or trauma emergency.

"I owe East Anglian Air Ambulance my life. Twice. Within two weeks I suffered two cardiac arrests. Both times my wife found me and did CPR, and both times I was flown to hospital."

Paul Shattock,
former patient

OUR MISSION

Together with our supporters, we will reach the highest possible standards of excellence and pioneer advances in out-of-hospital critical care to measurably improve patient outcomes across East Anglia.

The charity continues to strive towards giving everyone the best chance of surviving and recovering from a life-threatening emergency through:

- The delivery of exceptional 24/7 out-of-hospital critical care
- Aftercare support for patients and their families
- Lifesaving training programmes in the community
- By pioneering advances in clinical research and education.



OUR STRATEGY

Our intent:

Together with our supporters, we will reach the highest possible standards of excellence and pioneer advances in out-of-hospital critical care to measurably improve patient outcomes across East Anglia.

- **Deliver outstanding 24/7 out-of-hospital critical care**
- **Help patients and families with their recovery journeys**
- **Keep at the forefront of out-of-hospital critical care through evidence-based treatment, research, patient aftercare & education**
- **Guided by our values, enhance our reputation through integrity, good governance and striving for excellence in all we do**
- **Collaborate and develop mutually beneficial partnerships**
- **Educate and raise awareness of lifesaving skills in the community**

How we will achieve this:

- **An outstanding team**
- **Adaptable and resilient**
- **Data driven decision-making**
- **Cutting edge tools and infrastructure**
- **Sustainable income and financially secure**
- **Minimising environmental impact**

"Everyone I have met at East Anglian Air Ambulance is super friendly and proud to wear their badges."

Susan Penn,
Volunteer

AN INSPIRING AND SUPPORTIVE WORKPLACE

We are immensely proud to have been recognised as a positive and supportive workplace with a number of accolades over recent years. These have acknowledged positive employee experience, engagement, commitment to employees, celebrating success and excellence and have included:

- Best Places to Work in the Sunday Times awards (2023)
- Number one charity in the Best Companies list (2021)
- The 6th best company to work for in the East of England (2021)
- 14th in the Top 100 mid-sized companies to work for in the UK (2021)
- Norfolk and Cambridge Business Awards, Employer of the Year (2020)



Our values
RAISE

Reasoned
Our actions and decisions are evidence based and with others' views in mind

Accountable
We accept ownership and deliver on that acceptance

Integrity
We are honest and ethical

Synergy
We work with others to create a better outcome

Evolution
We are constantly working to improve



SUPPORTING YOUR PROFESSIONAL DEVELOPMENT

You'll be supported by your line manager and wider team from the moment you join East Anglian Air Ambulance, with a comprehensive welcome and introduction to the charity, as well as ongoing support for you in your role.

We take pride in our annual appraisal process, a mutually beneficial meeting to work with your manager to identify your achievements, to give you the time to reflect on your experiences and to identify development opportunities. This becomes part of our centralised training plan that is delivered over the following year.

Our training budget is generous, and we look to deliver bespoke courses across the region. Every quarter we launch a Training Brochure which details new courses available for staff to take part in. More person-specific training is developed with your manager, and we support a range of professional qualifications for our staff. Study leave is also provided.

In addition to the above, East Anglian Air Ambulance offers training and/or awareness programmes to all staff in a range of topics. Most recently we have delivered training to all staff in the below areas:

- Transgender Awareness Training – delivered by Norfolk LGBT+ Partnership.
- Emergency at Work First Aid and CPR/Defib training offered to all staff delivered by our Community CPR team at East Anglian Air Ambulance.
- Reproductive Health Workshops – to improve understanding and reduce stigma surrounding specific health issues in reproductive health, and to highlight support available for reproductive health concerns.

WE ASKED OUR PEOPLE

"Working for East Anglian Air Ambulance is very different from any other place I have worked. It is professional, progressive and has people at the heart of everything we do, not just for the patients and public, but its staff and contractors too. There are challenges and lots to learn. While you find that in most jobs, the important part for me is that you are supported to be your best! It often doesn't feel like coming to work, but like working with friends and family for a common purpose and for greater good. I feel valued and appreciated for what I can bring to the team, and genuinely feel part of the whole jigsaw. I know I've done a good job and made a difference to people's lives when I get home from work, and that is important to me."

Beverley, Estates Coordinator

"I have been volunteering with East Anglian Air Ambulance since September 2023. Being involved with the Charity has given me a unique insight into the behind-the-scenes operations of East Anglian Air Ambulance and what it takes to keep it flying. I have also made brilliant friends in other volunteers who I otherwise would probably never have met! It feels like a very valuable use of my time – I feel a sense of achievement after delivering a CPR session."

Riley, CPR Training Volunteer

"East Anglian Air Ambulance is a great place to work. Everyone is so friendly and strives to perform to the best of their ability. The interaction between clinical, non-clinical staff and volunteers is amazing. The facilities and equipment available to practice clinical scenarios is second to none, allowing me to really develop as a clinician. The Charity is very supportive in terms of attending courses to professionally develop and prosper."

Will, HEMS Paramedic

"I joined in June 2022 as a Community Fundraising Lead, and I have recently become one of the Corporate Fundraising Leads. From the moment I joined, I knew it would be a place I would love to work and where I could thrive both professionally and personally. It is incredibly motivating to know that the work I do each day helps enable our highly skilled crew to deliver vital care 24/7 in our region. This is the most supportive working environment I have encountered, whilst also being the most professional and fun. Having a singular focus on improving patient outcomes creates a dedicated and effective organisation where the crew and 'ground crew' work together to save lives."

Luke, Corporate Fundraising Lead

EMPLOYEE BENEFITS AND REWARDS

East Anglian Air Ambulance is always aiming to improve the employee experience, and as part of this we are committed to providing a diverse range of benefits to staff across the charity.

Our 'finding the balance' benefits provide physical, mental and financial wellbeing support and include:

- A generous annual leave entitlement upon appointment of 25 days plus bank holidays (pro-rata for part-time staff), rising to 28 days after five years continuous service. Staff also have the option to purchase the equivalent of an additional week's leave.
- Enhanced occupational sick pay entitlement from day one.
- A Group Personal Pension Scheme which you will be opted in to upon joining East Anglian Air Ambulance.
- Offering ground-based East Anglian Air Ambulance staff the option to work flexibly based on a hybrid model of 60% of the working week based on site and 40% working from home. Staff have the autonomy and flexibility to manage their working days/weeks based on this hybrid approach.
- Other paid leave and family-friendly provisions, including maternity, paternity/partner, shared parental, adoption leave and fertility treatment leave.



YOUR HEALTH AND WELLBEING

To support the health and wellbeing of all our staff we offer a range of benefits. These are supported by a number of initiatives delivered throughout the year to ensure that staff wellbeing continues to be at the forefront of the employee experience and include:

- Cycle2Work scheme
- A staff-led initiative which offers wellbeing, creative and health sessions
- Free access to wellbeing and mindfulness app, Headspace
- A free annual flu vaccination
- On-site gym at Cambridge and Norwich bases. Available for all staff to use free of charge
- Membership of Simply Health
- One paid day's leave to volunteer your time for a charitable cause in the local communities that we serve.
- A free to join rewards scheme which offers discounts at 100+ retailers
- Wellbeing days
- Wellbeing workshops with guest speakers on a range of topics

JOB ROLE

Job title:

Data Analyst

Department:

Operations and Infrastructure

Reporting to:

Rob Chetwood - Head of Insight, information and Technology

Base:

Norwich or Cambridge * Hybrid working

Contract type:

Permanent

Working pattern:

37.5 hours per week

Salary:

£31,126 per annum

Closing date:

12th November 2026 (9am)

Interview date:

20th November 2026 (Helimed House, Norwich)

Click below to apply and to see full job description

Click here



"When we're out representing the Charity it's amazing how often people come up and share their East Anglian Air Ambulance related stories."

Sheena Ellwood, Volunteer

THE APPLICATION PROCESS

For your application to be considered, you will need to complete an application form, which includes a supporting statement detailing how you meet the essential and desirable criteria listed within the person specification of the role.

You should plan to spend some time on your application form, being mindful of the closing date for the vacancy.

We are always happy to chat to applicants about vacancies and our recruitment process, so if you do have any questions before submitting an application, please don't hesitate to get in touch by calling **03450 669 999** and asking to speak to the HR team or emailing **recruitment@eaaa.org.uk**

We have also provided some guidance on the next page to help you with the application and recruitment process.





COMPLETING AN APPLICATION FORM

Each vacancy is linked to an online application form and all vacancies can be found on our website: **eaaa.org.uk/careers**

We use an online Applicant Tracking System called Hireful. Once you click 'apply' you will be taken through to Hireful to complete an online application form, which you can submit straight away, or save and come back to.

Please provide as much relevant information as possible to demonstrate how you meet the essential and desirable criteria of the role, as well as demonstrating East Anglian Air Ambulance's values. Our job descriptions and person specifications set out the main responsibilities of the role and the required experience and skills. We cannot make assumptions about your knowledge, skills and experience, so it is important that you provide detailed examples of how you meet the criteria.

Once you submit your application, you will receive confirmation via email that your application has been received.

SHORTLISTING PROCESS

The recruiting manager will review all applications once submitted, along with another member of the recruitment panel. A shortlisting matrix is used to ensure all applications are scored against the same criteria.

Following completion of the shortlisting process, you will be contacted via email to let you know if your application has been taken through to the next stage. We will always let you know either way.

If you are shortlisted for interview, you will receive an email asking you to select your preferred interview timeslot. Once you have selected a timeslot, you will be sent a confirmation email with all the information you need to attend your interview along with any preparation you need to do in advance.

If you need any adjustments:

We are committed to ensuring all candidates are treated fairly throughout our recruitment process. When we confirm your interview, we will ask if there are any adjustments you require to assist you during the process, so please do let us know. We will make reasonable adjustments to enable all candidates to participate in the recruitment process to the best of their ability.





THE INTERVIEW PROCESS

Tips for your interview with East Anglian Air Ambulance

When you arrive for your interview

When you arrive a member of the team will be there to greet you. Depending on the interview timetable, you may be offered a tour, meet with other members of the team, complete a task or you may go straight to meet with the panel for your interview. Your confirmation email will let you know what to expect.

During the interview

The interview panel will start by giving you a brief overview of the role and will explain the interview process. Interviews are two-way; we want you to use the opportunity to find out what it is like to work at East Anglian Air Ambulance. At the same time, we want to learn about you and what you can bring to the charity.

We want you to feel comfortable and relaxed. Please feel free to bring along any notes you have made and ask questions throughout your interview. If you need a question explained further or some time to think about your answer, please just ask. We will ask you questions about your skills and experience in relation to the role, and it is helpful if you can provide some examples to demonstrate this. We are also interested in what you know about the charity and why you want to join us, so doing some research about East Anglian Air Ambulance will be important. Our website is a great source of information!

At the end of the interview, we will let you know the next steps and when you will be informed of the outcome.

"I am extremely proud with my role. It gives me great satisfaction and a sense of real purpose."

Terry Southgate, Volunteer

The outcome

If you are successful, you will be contacted by the recruiting manager to offer you the role. This will be followed up in writing by HR with full details of the offer and the recruitment checks we need to complete before you can join us.

If you are unsuccessful, we will still contact you to let you know and will offer an opportunity to receive some feedback on your interview. We're always keen to have feedback on your recruitment experience, so please do share any areas where you feel this can be improved.

Successful candidates

We will let you know in your offer letter which pre-employment checks we need to complete before we can confirm you in post. We always require two satisfactory professional references, one of which should be your current or most recent employer. We will also need to complete checks to confirm your eligibility of right to work in the UK. For some posts, we may also need to complete a DBS check, medical clearance and checks with regulatory bodies.

All offers are conditional on successful completion and passing of these checks.

Once all pre-employment checks are completed and you are cleared to start work, your line manager will be in touch to confirm your start date with you.

You will also be sent your East Anglian Air Ambulance 'Boarding Pass' which contains your contract, payroll forms and other information which you may find useful before you join the charity.

Induction

Once your start date is confirmed, your line manager will begin arrangements for your induction. Your induction to the charity will start on day one and you will complete an induction checklist to make sure everything you need to know is covered. Your IT will be set up ready for you and you'll have a tour of the building when you arrive. Your line manager will arrange for you to meet with the department managers over your first few weeks and you'll be invited to attend the next scheduled Corporate Induction Day.

FREQUENTLY ASKED QUESTIONS

The application process

What is the difference between essential and desirable criteria?

Essential criteria are the qualifications, experience, skills or knowledge you must have to apply for a role. Desirable criteria are skills and experience we would prefer you to have. These criteria may be used to decide who will be invited for interview if there are a large number of applications.

How will the information I provide in my application be used?

The information you provide during the application process will only be used for the purpose of progressing your application, or to fulfil legal or regulatory requirements if necessary.

The information you provide will be held securely by us and we will not share any of the information you provide during the recruitment process with any third parties for marketing purposes. For further information please see our Recruitment Privacy Notice Policy.



The interview

How will I know that you have received my application?

You will receive an email confirming that your application has been successfully received.

When will I find out if I have been shortlisted for interview?

The interview panel will meet to shortlist applications as soon as possible after the closing date. You will be informed if you have been shortlisted or not as soon as the process has been completed.

If you think there are extra questions which people would benefit from knowing about to support their application process, please let us know so that we can review our FAQs.

THE REASON WE'RE HERE

Jonathan's story

In September 2022, Jonathan Moran, 36, suffered a life-threatening medical emergency while alone at his Peterborough home. It was the early hours of the morning of Sunday 11 September when he woke and realised he was seriously unwell.

Jonathan was able to make a 999 call before losing consciousness. Thanks to the collaboration of the emergency services and lifesaving interventions on-scene by a critical care team from East Anglian Air Ambulance, Jonathan can share his incredible story.

Scan below or **click here** to find out more

East Anglian Air Ambulance

Together we save lives

info@eaaa.org.uk
www.eaaa.org.uk
03450 669 999

East Anglian Air Ambulance,
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Hangar 14,
Gambling Close,
Norwich NR6 6EG

Registered Charity in England and Wales
Registered Charity number 1083876

Registered with FUNDRAISING REGULATOR

